

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis, and

means for displaying to discriminate a time period in which a purchased program is present and a time period in which the purchased program is not present.

3. (Twice Amended) A program-guide-display controlling apparatus comprising:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis, and

means for displaying in different colors a program guide belonging to a time period in which a purchased program is present and a time period in which the purchased program is not present among program guides displayed on said display unit.

5. (Twice Amended) A program-guide-display controlling apparatus comprising:

means for displaying a plurality of items of program guide information on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis, and

means for displaying a bar if a time period in which a purchased program is present is included in the time period of a program guide displayed on said display unit, said bar being displayed in a region corresponding to said time period in a display region of said display unit.

11. (Amended) A television receiver comprising a program-guide-display controlling apparatus comprising:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis, and

means for displaying to discriminate a time period based on designation by a